

CHRONOLOGY OF THE FORMATION OF THE BBCI AND ITS ACTIVITIES

- <u>August 2007</u>, incoming Director of Public Affairs at the U.S. Office in Pristina, Kosovo, Karyn Posner-Mullen, consulted with the National Democratic Institute (NDI) in Washington, DC, and learned that a recent health survey in Kosovo revealed that women were extremely afraid of breast cancer
 - o Cultural taboo against cancer or discussing "women's problems" exists
 - PAO had been ESTH Hub Director based in Budapest (2003-06) and was charged with carrying on Ambassador Nancy Brinker's 2002 effort with a breast cancer awareness-raising Walk. PAO's experience with coordinating government, NGOs and Embassy easily transferred to Kosovo
- <u>September 2007</u>, The State Department's Managing Director of Professional and Cultural Programs, <u>Christine Miner</u>, visited Kosovo to attend the inauguration of the Telemedicine Center at the University of Pristina Hospital, which ECA helped fund. PAO made opening remarks and mentioned her experience in Hungary, noting that the national outreach of the Telemedicine Center would make a perfect venue for helping women of all ethnicities and in rural areas learn more about breast cancer. PAO promised to look into an alliance of the Embassy, Kosovo government, NGOs and medical personnel. President Sejdiu, also on the dais, gave his support to the idea.
- October 2007 PAO chaired Democracy Commission, which granted a second year of funding to one-year-old *JETA/VITA*, Kosovo's first and only NGO devoted to breast cancer.
 - o 2007 *Jeta/Vita* did 6 Workshops around the country explaining breast cancer, self-exams and early detection, and plans another 9 more
 - 2008 Jeta/Vita organized a workshop specifically for Roma women after PAO interviewed on "*Roma Radio*" discussing the BBCI and was inundated with calls from Roma women, some of whom had never heard of breast cancer, and wanted to know more
 - PAO put the Roma Women's Health Network in touch with *Jeta/Vita* and a Workshop resulted
- <u>December 21, 2007</u> PAO gathered a group of Embassy, USAID, Ministry of Health, National Institute of Public Health and medical personnel, as well as *Jeta/Vita* members to discuss forming a network of people and organizations interested in raising awareness on breast cancer issues, with the goal being to <u>reach out to women of all ethnicities</u> in the region: thus, the birth of the <u>Balkans Breast Cancer Initiative</u>

- U.S. Embassy Grants and Programs Assistant, <u>Merita Musmurati</u>, agreed to be the Institutional Memory for this legacy initiative, a medical diplomacy effort, expected to transcend individual PAOs and Ambassadors (as has happened in Hungary).
- Five U.S. Embassies expressed interest: Albania, Croatia, Macedonia, Montenegro and Serbia and asked to be part of the Network of e-list distribution and information.

<u>RUNUP TO INDEPENDENCE BEGAN IN EARNEST</u>, and all BBCI activities were put on hold. The Declaration on 2/17/08, and the subsequent stability allowed renewed outreach to all municipalities and counties of Kosovo.

- May 19-26, 2008: Regional SEED funds financed visit of Dr Balazs Bodai to Skopje, Tirana and Pristina, including a roundtable in Mitrovica at the NGO, Community Building Mitrovica, hosted by Director Valdete Idrizi (Secretary Rice's choice for the European winner of her 2008 International Women of Courage Award), and the use of the Telemedicine Centre at the Pristina University Hospital for outreach to three other cities in the country.
 - O PAO facilitated Dr. Bodai's meetings with Macedonia's, Albania's and Kosovo's Post Offices and the Ministry of Transportation and Communication equivalents to **present the Breast Cancer Research Stamp**, which he created and which has been in print in the U.S. for 10 years, raising more than \$70M. (PAO had done the same in Hungary during a previous posting and Hungary became the 2nd country to issue the Stamp (has raised about \$150K since 2005).
 - Kosovo and Macedonia agreed to issue the Stamps (Oct 15, 2008 and March 2, 2009 respectively).

(Dr. Bodai conducted numerous interviews, print and broadcast, in all three cities, including <u>a two-page spread in TEUTA Magazine</u>, Kosovo's most popular women's monthly. He also did interviews with *TV Most and Radio Kim)

- <u>July 8-11, 2008</u>: Visit of Susan G. Komen Foundation delegate, Ms. Becky Haddad to Pristina and Mitrovica (First outreach of the BBCI to Serb Media TV Most, which TV Most interviewer told Minority Media Assistant, Jasna Bozovic, was "groundbreaking". They appreciated having someone from the Embassy focus on a non-political issue, with an inter-ethnic outreach)
- <u>July 18, 2008</u>: BBCI Web page debuts on Embassy website. Created and updated by PAO, it has approved and appropriate links, Fact Sheets about the BBCI, articles and an occasional *Newsletter*, written by the PAO.

• PAO interviews about the BBCI include: (TV Puls, Radio Kim, Roma Radio, Radio Blue Sky Kosov@ Post, Pristina

Insight, RTV2, RTK, RTV21 Morning Show) *Minority Media Outreach

FOR BALKANS BREAST CANCER INITIATIVE MONTH: OCTOBER 2008

- PAO got Kosovo on the schedule of <u>Fran Drescher</u> ("The Nanny"), American Public Diplomacy Envoy for Women's Health Issues (October 7-9, 2008). She was the KICK-OFF of Kosovo's Breast Cancer Awareness-Raising Campaign
 - SIX Billboards (free) allocated by the Mayor for cancer awareness-raising in the build-up to Kosovo's *First Annual Walk for Breast Cancer Awareness* on October 19, along the Pedestrian Zone.
 - They feature Fran informing Kosovo citizens about her visit, the Walk, as well as the mantra: FRAN SAYS:
 EARLY DETECTION = SURVIVAL. BBCI,Jeta/Vita and U.S. Embassy logos featured
 - Free "City Lights" Poster spots along the Pedestrian Zone for advertising the Walk and the BBCI
 - Ms. Drescher presents her own experience with cancer and discusses her experiences with the Women's Caucus at the Assembly
 - She travels to north Mitrovica to talk to Kosovo Serb media TV Most and meets with young Serb and Roma women to discuss early detection at the American Corner.
 - PAS translates her DVD "Coffee Talk"—style Roundtable on early detection into Albanian and Serbian. It was aired on all three TV channels, as well as on TV Most and TV Herc (which created a b.c. campaign for north Kosovo). Jeta/Vita will use it in all their Workshops
 - Fran tapes a spot as herself for Kosovo's most popular family sitcom, *RTK*'s "Familje Moderne," and talks about the BBCI, the Stamp and the Walk. The show was aired on Sunday, October 19 at 20:15 AFTER the Walk. *RTK* teaser the week beforehand.
 - TEUTA Magazine (most widely-read women's magazine in Kosovo) featured Fran on their Editorial Page in October's issue, and discussed her new role as a PD envoy. The Editorial also encouraged their readers to join the Walk. Inside they featured a six-page spread with drawings and photos on self-examination.
 - Fran was interviewed by 22 different media, including several K-Serb media outlets during her 48 hours in Kosovo. In particular, KTV used her interview as the introduction to their three-part breast cancer documentary

- financed as a USG TV COOP project (Part I aired Oct 8 and Part II just before the Oct 19 Walk, and Part III just after the Walk).
- Fran Visited Camp Bondsteel to support the troops and talked to them about early detection for cancer in general
- o Follow-up: TEUTA Magazine put Fran on the cover of their March 2009 issue, in conjunction with International Women's Month, which also featured a two-page interview with Dr. Bodai on the success of the Stamp, and with the PAO about the BBCI (including photos of the Walk and logo). They also provided a 20-page insert on women's health issues.

*KTV's three part documentary on breast cancer aired on October 8 (Part 1), and was repeated on October 22. Part 2 aired on October 29. Part 3 aired on November 2 and showed the BBCI as a source of hope for the women of Kosovo. The Documentary's interviews and meetings were coordinated by the PAO and financed with SEED TV COOP funds. Interviews for the documentary included Amb. Nancy Brinker, founder of the Susan G. Komen Foundation and the "Race for the Cure" in Washington, D.C.; Dr. Rifat Latifi in Arizona (creator of the Telemedicine Center in Pristina, and a Founding Member of the BBCI); Dr. Balazs Bodai in Sacramento, the creator of the U.S. Breast Cancer Research Stamp, who visited Kosovo in May 2008 and convinced Kosovo to become the 8th country in the world to issue this fundraising stamp. KTV Producer: Linda Fetiu.

- International Oncology Conference (October 15-18, 2008) in Pristina
 - o Dr. Bodai returned to Pristina as the Keynote Speaker
 - Honored at the Unveiling of Kosovo's Stamp on October 15
 - Traveled to north Mitrovica for *interviews with Kosovo Serb media: VOA* Serbian and TV Most and presented a lecture on upcoming breast cancer therapies to 30 Kosovo Serb doctors (Media Center in Caglavica)
 - o Kosovo Albanian Media: Zeri, Koha Ditore, Kosova Sot
- October 15, 2008 Kosovo issues the first Breast Cancer Research Stamp in the Balkans 8th country in the world Remarks by President Sejdiu, Deputy Prime Minister Manaj, Minister of Transportation and Communications Fatmir Limaj and Minister of Health Alush Gashi.
 - o PTK issues 28,000 stamps
 - PTK donates 23,000 euros toward breast cancer research to use for repair of broken mammogram machines, training of technical personnel to use the machines and analyze results; maintenance; will create an official Registry of Cancer Statistics at the Institute of Public Health

- Kosovo's most renowned thoracic and breast cancer surgeon, Dr. Elvis Ahmedi, sent on International Visitor Leadership Program to participate in Department of State Seminar on Breast Cancer (October 13-20, 2008) as well as to visit cancer research centers and hospitals around the country. ECA A/S Goli Ameri sponsored this Seminar.
- **Starting October 10:** All three major channels aired Public Service Announcements (PSAs) about breast self-examination, "*Early Detection = Survival*" and telling everyone to "*Join the Walk*" on October 19.

PAO appeared on *RTK's* "*Good Morning, Kosovo*" on Sunday, October 19, and discussed the *BBCI* and the upcoming *Walk*.

- Several people, who had traveled from Peja or other places far from Pristina, approached PAO during the Walk to say they had seen me on television that morning and thought the cause was so important that they wanted to come. I mentioned them.
- October 18, 2008: *RTK* aired a 30-minute Special on Fran Drescher, recapping her visit to Kosovo on Oct 7-9, her new role in cancer awareness, as well as their interview with her earlier in the month.
- October 19, 2008: PAO appeared on *RTK*'s "Good Morning, Kosovo" on Sunday, October 19, and discussed the BBCI and the upcoming Walk that afternoon.
 - Several people, who had traveled from Peja or other places far from Pristina, approached PAO during the Walk to say they had seen me on television that morning and thought the cause was so important that they wanted to come. I mentioned them in my remarks on the podium at the Walk.
- October 19, 2008: Kosovo held its <u>First Annual Walk for Breast Cancer Awareness</u>, which brought more than 1,200 participants to downtown Pristina's Pedestrian Zone along Mother Teresa Street on a sunny Sunday.
 - Opening Remarks: Ambassador Tina Kaidanow
 - Walk participants also included the President's wife, Mrs. Fatmir Sejdiu and the Speaker of the Assembly's wife, Mrs. Jakup Krasniqi
 - o *RTK* provided their "Combo Band" and televised the entire event, airing it that night after their Primetime programming.

- Well-known television actresses performed their own play about breast cancer affecting a family, which garnered a great deal of praise from the Walk audience, as well as from the RTK audience that night.
- o Musicians, Singers, "Familje Moderne" Actors
- o Walk "souvenirs" handed out by volunteers:
 - Pink bracelets: **BBCI=HOPE** (donated by the Detweilers)
 - Kosovo Breast Cancer Stamp pins (donated by Dr. Bodai)
 - Pink Loops to wear as pins (provided by US Embassy)
 - BBCI T-shirts
 - Self examination brochures in Albanian and Serbian

FACTOID SINCE THE WALK:

- Camp Bondsteel (USKFOR) handed out hundreds of the BBCI self-exam brochures in **Serbian** and Albanian during their MEDCAP ("Medical Community Affairs Program") visit to on November 8 and during subsequent such programs.
- April 2009: Camp Bondsteel handed out updated manuals on *BBCI* and *Jeta/Vita* activities

Pages 7 - 13: Overview of Media Outreach for the Walk and Summary of Impact of the Creation of the *BBCI*

OVERVIEW: MEDIA OUTREACH TO PREPARE FOR BREAST CANCER WALK

- Press Conference October 3, 2008 announce Fran Drescher visit, BBCI, and Kosovo's Breast Cancer Postage Stamp
- Public Service Announcements (PSAs) 2 subtitled ads aired on the three Albanian Kosovo stations, 2 Serbian Television Stations and on the most popular radio stations of both. (free from Pristina Films)
- Six Billboards featuring Fran Drescher and the message of Awareness. BBCI prominent on the boards.
- Three "Citylights" along the *WALK's* Pedestrian Zone (provided by the City)
- Fran Drescher's visit as the Kick-off, including her media interviews upon arrival, presentation to the Women's Caucus, visit to Mitrovica and *TV Most*; her appearance as herself on *Familje Moderne*, Kosovo's most popular family sitcom (*RTK*),
- Fran's DVD "Cancer Schmancer Tea Party Hosted by Fran Drescher" PAO suggested it be subtitled in both Albanian and Serbian so mixed audiences could watch it (the whole idea of the fight against cancer unifying women)
 - o Seen by the Women's Caucus, north Mitrovica audience, on **RTK**
- KTV/PD's TV Coop documentary on breast cancer in three parts, began airing in October prior to the *Walk*.
- Unveiling of Kosovo's Breast Cancer Research Stamp by its creator, Dr. Balazs Bodai on October 15, 2008

SUMMARY

PAO's idea of the *Balkans Breast Cancer Initiative* and many extra hours of overtime and weekend work have **resulted in the following programs for women of all ethnicities** in Kosovo, as well as in several other countries of the Balkans – all of which I can honestly say would not have occurred otherwise:

- Network on breast cancer awareness-raising established among five
 U.S. Embassies, the breast cancer NGO, *Jeta/Vita*, Ministry of Health,
 Institute of Public Health, medical personnel and the citizens of the
 country
- **Increased awareness of, and funding for, Jeta/Vita** from the U.S. Embassy.
 - 2007-08: Six Awareness-Raising Workshops around the country
 - 2008-09: Ten Awareness-Raising Workshops, including in the Roma areas
 - Partnership of Jeta/Vita with Valdete Idrizi and the Community Building Mitrovica NGO which has made BBCI issues part of their outreach to the Kosovo Albanian and Serb women.
- BBCI Web Page established
- Ministry of Health calls the BBCI one of the successes of its "First 100 Days"
 - Visits of <u>Dr. Balazs Bodai</u>, Breast Cancer Surgeon and creator of the Breast Cancer Research Stamp
 - May 2008: visited Kosovo, Macedonia and Albania and did Serb women and media outreach in north Mitrovica (PD used regional outreach SEED funds)
 - October 2008: Kosovo issued the Breast Cancer Research Stamp (the 8th country). Dr. Bodai visited 30 Serb doctors and was interviewed by TV MOST

- February 24-25, 2009: Dr. Bodai was a "target of opportunity" for Embassy Pristina at the Telemedicine Centre. He reached out to 5 other sites in Kosovo, as well as an audience of medical students, doctors, breast cancer survivors and patients
 - Presented latest information on the Stamp worldwide, and some of the latest therapies
 - Visited Gracanica and met with Dr. Rada
 Trajkovic and answered Qs and As from other
 female Serb doctors at their Health Center.
 - Dr. Elvis Ahmedi also made his official professional presentation on his October IVLP trip to the U.S., which was seen all around the country simultaneously via the Telemedicine Centre facilities.
- March 1-2, 2009: Dr. Bodai was the keynote speaker for Macedonia's Oncology Conference and spoke at the unveiling of Macedonia's Breast Cancer Stamp

Visits of Becky Haddad, Komen Foundation for the Cure Delegate



- Visited Kosovo in July 2008 to meet the *BBCI* and discuss possible partnership for the October 2008 Walk. (Paid for by Komen)
- Visited Tirana April 23-27 2009 to help them prepare for their first Walk (Paid for by Komen)
- Returned to Kosovo in April 2009 to establish officially the relationship with the Komen Foundation. (Paid for by Komen)
- October 2009 Walk will include Komen Foundation components of their "*Race for the Cure*" (Paid for by Komen)

BBCI Impact

- Visit of State Department Special Envoy for Women's Health Issues Fran Drescher (10 7-9/08) which had a significant impact on breast cancer awareness in Kosovo and the region due to items mentioned on page 5.
- Selection of Dr. Elvis Ahmedi, Kosovo's premier thoracic and breast cancer surgeon, to participate in ECA's Breast Cancer Seminar in Washington, Pittsburgh, Seattle and Tampa (10/18-11/02)
- Postal Department of Kosovo issues 28,000 Breast Cancer Research Stamps to raise funds (10/15/08)
 - PTK contributes 28,000 euros to kick off the fundraising, which is resulting in repair of mammogram machine, increased training for diagnosis
 - Cancer Statistics Registry will be implemented at the National Public Health Institute – never any statistics kept in Kosovo for cancer
- June 2008 issue of TEUTA Magazine featured an interview with Dr. Balazs Bodai, and a heads up in their editorial about the upcoming October 2008 Walk for Breast Cancer Awareness
- October 2008 issue of TEUTA Magazine advertises the October 19 Walk, and focused on the visit of Fran Drescher, highlighting a sixpage spread on breast cancer, self-exams, possible treatments.
- March 2009 issue of TEUTA Magazine (International Women's Month)
 featured Fran Drescher on its cover and included a 20 page insert on
 women's health issues. Also included interviews with Dr. Bodai another
 with the PAO on the BBCI.

BBCI Impact

- March 2009: The Ministry of Energy and Mines published a book on their efforts on behalf of women in 2008 (3 languages).
 - The BBCI Walk is featured, with photo, as the first-ever effort in Kosovo to raise awareness. The US Embassy is called the inspiration behind it.
 - Important Impact: The Ministry of Energy noted that because of the *BBCI*, it had instituted annual mammograms for its female personnel.
- Macedonia put on its own Oncology Conference and issued its own Breast Cancer Stamp on March 2, 2009
- Albania put on its own Oncology Conference and Walk on April 26,
 2009 and has started the process for an Albanian Stamp
- Dr. Richard Hirsh from the Radiology Mammography International Foundation in Ohio (has been working with Romania and Macedonia) will come to Kosovo in the fall of 2009 to do an assessment of the current state of the mammogram machines and will return to provide a minimum of two weeks of professional training for the technicians
- St. Petersburg International Visitor Council is also a partner in breast cancer awareness projects and will come to Kosovo in the fall of 2009 for assessments on what is most needed by women of Kosovo in this field. The BBCI will be sure there is no unnecessary overlap
- Kosovo's Second Annual Walk for Breast Cancer Awareness Sunday, October 4, 2009.

SOME COMMENTS FROM KOSOVO CITIZENS

The Director of Office of Gender Equality told PAO that the *BBCI* was most important health outreach that anyone had ever done for Kosovo

Female MP, Donika Kadaj, told PAO that this was a groundbreaking program for women and had really raised awareness

The Serb Minority Media Assistant at the Embassy told PAO that the outreach to the Kosovo Serb community, including to their hospitals, doctors and media, had made the Serbs feel "extremely honored" by the attention from the U.S. Embassy. She also told me that *TV MOST* said their interviews with Ms. Haddad, Dr. Bodai and Envoy Fran Drescher were "groundbreaking" for the fact that the U.S. Embassy was providing experts on a subject that reached out to all women, no matter the religion or ethnicity. The interviewer expressed her gratitude, as well.

Dr. Elvis Ahmedi, Kosovo's leading surgeon, has written many emails praising PAO for her efforts at creating the BBCI and making Kosovo a center for the region.

Dr. Ismet Lecaj, Director of the Telemedicine Center, wrote: "Whenever we hear from Karyn about the *BBCI*, it is always good news. I am constantly writing my thanks to her. I should just write the phrase – "Thank you!" – and hit "Send" automatically whenever I see an email from her."

BBCI ACTIVITIES: IMPACT ON THE K-SERB POPULATION

By: Jasna Bozovic

"In May 2008, the **BBCI** (Balkans Breast Cancer Initiative), which was officially established by the U.S. Office in December 2007, began its activities in outreach to the local communities in Kosovo.

The first visit of **Dr. Balasz Bodai**, a renowned breast cancer surgeon from the U.S., in May 2008, served as a great opportunity to reach out to the local K-Serb community, which was unaware of the existing initiative due to a lack of proper media coverage. We brought Dr. Bodai to Mitrovica for a Roundtable with mixed ethnicity women, and he also had an exclusive interview with *Radio Kontakt Plus*.

The July 2008 visit of Ms. Rebecca (Becky) Haddad, a Susan G. Komen Foundation activist, was even more fruitful in reaching out to the K-Serb population, especially in the north Kosovo (Mitrovica) area. Ms. Haddad was given an opportunity to address the public and pass on her own experience in successfully fighting breast cancer for over 20 years. After her interview with the local television station TV MOST, I personally witnessed many positive reactions to it. In cafes, shops, and restaurants I overheard women discussing the issue and mentioning Ms. Haddad and her life story, as well as recommendations and suggestions she had given during the show. I felt quite proud that the impact of this show was so visible and made women think of their well-being, at least for few days, since the TV management informed me of the re-runs they had made due to public interest.

The visit of the U.S. television and film star Fran Drescher initiated even more media coverage. Ms. Drescher's story as a cancer survivor attracted the undivided attention of the K-Serb public. Speaking about prevention and early detection to a young audience at the Mitrovica American Corner, Ms. Drescher's efforts in conveying the message were rewarded with great media coverage in local Serb media outlets.

However, the most successful visit, both with media and outreach to the local community, turned out to be Dr Bodai's second visit to Kosovo, where his interview with TV MOST (with a number of re-runs) and Radio KIM attracted the attention of the local population and directly increased the number of women visiting their doctors for medical check ups (this confirmed by my own cousin, who is the head gynecologist of Mitrovica City Hospital!), as well as the doctors of the Gracanica Health Center, whom Dr Bodai met at the Caglavica Media Center for a lecture on progressive treatments in breast cancer and new trends in setting diagnoses. During his third visit recently, Dr Bodai paid a visit to the Gracanica Health Center and met with the doctors and medical staff, who gave him a tour through the medical premises and informed him of the ways for diagnosis and treatment of breast cancer in this medical facility.

BBCI ACTIVITIES HIGHLIGHTED IN SERBIAN LANGUAGE MEDIA

2008

May 24: Dr. Balasz Bodai for <i>Radio Kontakt Plus</i> (Kosovo)	Interviewer: Jelena Markovic
August 6: Rebecca Haddad for <i>Radio Kontakt Plus</i> (Kosovo)	Interviewer: Sladjana Trifunovic
August 6: Rebecca Haddad for TV MOST (Kosovo)	Interviewer: Mirjana Nedeljkovic
October 7: Fran Drescher for <i>Radio KIM</i> (TV crew)	Interviewer: Violeta Matovic
October 8: Fran Drescher for TV M OST (Kosovo)	Interviewer: Katarina Novakovic
October 8: Fran Drescher for <i>Radio Kontakt Plus</i> (Kosovo)	Interviewer: Jasmina Scekic
October 8: Fran Drescher for <i>UNMIK TV Serbian</i> (Kosovo)	Interviewer: Dragana Stanic
October 16: Dr. Balasz Bodai for <i>Radio KIM</i> (Kosovo)	Interviewer: Violeta Matovic
October 17: Dr. Balasz Bodai for TV MOST (Kosovo)	Interviewer: Divna Vuksa
October 17: Dr. Balasz Bodai Statement for VoA Serbia	Interviewer: Andjelka Cup

2009 – Other Outreach in the Serbian Language

- The Ministry of Energy and Mines published a book on what it has done for women in 2008. The book is in Albanian, Serbian and English. Page 12 of each of the versions highlights the *BBCI* effort and the *Walk*, calling them the inspiration for the Ministry's decision to emphasize prevention and implement annual mammograms for each of the women employees.
- JETA/VITA Kosovo's only NGO on breast cancer awareness, published a manual in both Albanian and Serbian describing all their 2008 Activities, including Workshops around the country, also in minority areas, Ambassador at the Walk and many other items. Shortly they will be coordinating with Valdete Idrizi's CBM NGO to bring Kosovo Serb, Roma and Albanian women together to discuss breast cancer awareness-raising and their common fight against the disease.
- Upcoming: Visit of Dr. Hirsh from Ohio in the fall of 2009 I will take him to Mitrovica (if permitted) to meet with my cousin, the Chief of the Gynecology Section at the City Hospital, as well as have him direct a Roundtable there that the Hospital will organize."

Jasna Bozovic, Minority Media Assistant U.S. Embassy Pristina March 10, 2009